

MARYLAND DEPARTMENT OF TRANSPORTATION  
MARYLAND TRANSIT ADMINISTRATION

# MEDIA GUIDE



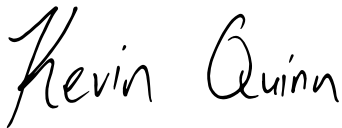
# A MESSAGE FROM THE ADMINISTRATOR

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The Maryland Department of Transportation Maryland Transit Administration (MDOT MTA) has made historic progress over the past year. With the launch of Governor Hogan's BaltimoreLink plan to transform transit in the region, as well as a wide range of internal improvements to MDOT MTA processes and results, we are well along in our goal to become the number one transit agency in the nation.

We recognize the important role that members of the media play in shaping perceptions about the MDOT MTA, and we take seriously our responsibility to you in responding quickly and accurately about all transit agency issues. To that end, we feature regular updates and behind-the-scenes stories about the MDOT MTA on a variety of traditional and online platforms that reach a wide variety of audiences and customers. These include regular appearances on local TV stations, our cable television show *Commuter Connections*, our 24/7 radio station WTTZ-FM 93.5, monthly columns in community newspapers and social media outlets. These supplemental sources of news, in addition to your direct connection to our public information officers, are intended to assist you in informing and substantiating your coverage of the MDOT MTA.

I invite you to listen, like, follow or sign up for the MDOT MTA communications platforms that make sense for you, and to get in touch with us directly where we can be of assistance. In return, we'll continue to do our best to keep you informed about all the ways MDOT MTA is working to provide safe, efficient, reliable transit across Maryland, with world-class customer service.



Kevin Quinn  
Administrator



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# HOW TO GET IN TOUCH

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This Media Guide from the Maryland Department of Transportation Maryland Transit Administration was compiled in an effort to provide basic information about the MDOT MTA to news organizations and others, and to facilitate an effective relationship with the Office of Communications & Marketing as a whole.

Media inquiries should be directed to the Office of Communications & Marketing through our main number, 410-767-3936. Office hours are 8:30 a.m. to 5:30 p.m. Monday through Friday. In the event of emergencies, after hours and on weekends, media calls will be managed by on-call communications staff. To get that number, call the main office number and listen to the voice message.

Our goal is to effectively track and respond to all MDOT MTA related inquiries. Our staff is prepared to answer your questions or arrange interviews for you with the appropriate MDOT MTA spokesperson.

We will make every effort to meet media deadlines. However, we ask that media representatives provide us with sufficient time, particularly when requesting an interview or detailed information that may require us to research the answer. The MDOT MTA website, [mta.maryland.gov](http://mta.maryland.gov), also provides an extensive amount of information about the agency in the “About MTA” and “Press Releases” sections.

## CORRESPONDENCE ADDRESS:

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**MDOT:** [mdot.maryland.gov](http://mdot.maryland.gov) or [mdotonestopshop.com](http://mdotonestopshop.com)

**BaltimoreLink:** [BaltimoreLink.com](http://BaltimoreLink.com)

**MTA CharmCard:** [mtacharmcard.com](http://mtacharmcard.com)

**MTA Go-Green Website:** [mtagogreen.com](http://mtagogreen.com)

**Commuter Choice Maryland:** [commuterchoicemaryland.com](http://commuterchoicemaryland.com)





# MDOT MTA PROFILE

The Maryland Department of Transportation Maryland Transit Administration is one of the largest multi-modal transit systems in the United States, operating Local and Commuter Buses, Metro Subway, Light Rail, MARC Train Service, and a comprehensive Mobility system. In 2016 the MDOT MTA provided more than 110 million trips.

## LOCATION OF FACILITIES

- Corporate offices at 6 St. Paul Street, Baltimore, Maryland 21202
- MDOT MTA Bus, Light Rail, Metro Subway, MARC Train and Commuter Bus maintenance facilities, stations, stops and pass sales outlets are located throughout Maryland. Locations include:

<b>Bush Bus Division</b>	1515 Washington Blvd., Baltimore, MD 21230
<b>Eastern Bus Division</b>	201 S. Oldham St., Baltimore, MD 21224
<b>Kirk Bus Division</b>	2226 Kirk Ave., Baltimore, MD 21217
<b>Northwest Bus Division</b>	4401 Mt. Hope Dr., Baltimore, MD 21215
<b>Mobility</b>	4201 Patterson Ave., 2nd floor, Baltimore, MD 21215
<b>MARC Train</b>	1515 Washington Blvd., Baltimore, MD 21230
<b>Light Rail Headquarters</b>	344 W. North Ave., Baltimore, MD 21217
<b>Light Rail Cromwell</b>	7390 B & A Blvd., Glen Burnie, MD 21061
<b>Metro Subway Operations</b>	5801 Wabash Ave., Baltimore, MD 21215
<b>MDOT MTA Police</b>	4701 Mt. Hope Dr., Baltimore, MD 21215



## MAJOR RESPONSIBILITIES

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- Operates the Baltimore and surrounding metropolitan area MDOT MTA CityLink, LocalLink, Express BusLink, Light RailLink, Metro SubwayLink and MobilityLink Paratransit systems, including the management of the Call-a-Ride system.
- Contracts with Amtrak and Bombardier to operate the MARC Train Service.
- Contracts with multiple bus companies to provide Commuter Bus service region-wide.
- Provides funding and statewide assistance in support of Locally Operated Transit Systems (LOTS) in each of Maryland's 23 counties, Annapolis, Baltimore City and Ocean City.
- Provides liaison with the Washington Metropolitan Area Transit Authority (WMATA) system in the Maryland suburbs of Montgomery and Prince George's counties through the MDOT MTA Office of Washington Area Transit Services.
- Operates the MDOT MTA Police Force.
- Acts as a primary transportation service for the Baltimore City Public School System.

## PRESS CONFERENCES AND MEDIA EVENTS

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When the MDOT MTA has a major announcement that will affect passengers or would like to draw the public's attention to an issue of significance, a news conference may be called. Advance media advisories will inform you of the upcoming event. Press releases and other material will be provided at the event. The MDOT MTA asks for media outlets to provide their most current phone and email addresses to help facilitate the communication of emergency information.

## NEWS RELEASES

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News releases are issued to describe MDOT MTA service changes, customer service enhancements, new initiatives and notices to passengers during severe weather. Wire services, newspapers and television and radio outlets can also receive releases emailed at their request. Please advise our staff if you would like to be placed on our list, or if your email or telephone number changes.

Press releases are available at [mta.maryland.gov/press-releases](http://mta.maryland.gov/press-releases).

## PUBLIC MEETINGS

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The MDOT MTA follows and is in compliance with Maryland's Open Meetings Law and Public Information Act. Journalists are welcome to observe meetings of the MDOT MTA that are open to the public. You may film and/or record these meetings as long as there is no disruption, and we will gladly assist you with placement of cameras and microphones as needed.



## FILMING AND PHOTOGRAPHY REQUESTS

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To film, photograph, or interview customers on MDOT MTA property, or film any MDOT MTA property or station, please make your request through the Office of Media Relations at 410-767-3936. Filming requests should include a copy of the script, storyboards, description of equipment, estimated duration of filming, an approximate number of crew and cast, and preferred location. Filming requests require 2-4 weeks advance notice. Requests for photos of modes and/or logos should also be made through the Office of Media Relations.

When filming (live or taped), taking photos or conducting interviews on MDOT MTA property, please do not block or restrict the movement of customers or interfere with the operation of buses or trains. Allow our customers to enter/leave buses, rail cars, escalators and elevators without obstruction. When filming inside Metro Subway stations, only hand-held cameras are permitted. No tripods are permitted as they block the movement of customers and present a safety hazard.

## LIVE SHOTS AND PARKING

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Media personnel wishing to report live from any stop or station should park their vehicles outside of the station if parking is available. Please call the Office of Media Relations before arriving at a stop or station.

## COMMERCIAL/FREE SPEECH ON MDOT MTA PROPERTY

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Certain restrictions apply to commercial speech and the distribution of commercial materials on MDOT MTA property. For further information, please contact: Maryland Department of Transportation, Office of Real Estate, 7201 Corporate Center Drive, PO Box 548, Hanover, Maryland 21076 or phone 1-866-242-9405.

Free speech activities are limited by considerations of safety and concern for customer comfort. For further information, please contact the MDOT MTA Office of Customer Information, 6 St. Paul Street, Baltimore, MD 21202-1614, or call 410-767-3999.

## INCLEMENT WEATHER

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Adverse weather conditions such as excessive heat, snow, ice and heavy storms can affect bus, rail or paratransit operations. The Office of Communications & Marketing will provide up-to-date information on any weather-related service changes.



# MDOT MTA FACTS AT A GLANCE

## CIYTLINK, LOCALLINK, EXPRESS BUSLINK

Weekday boardings	248,749
Annual boardings	75,619,281
Gallons of fuel used daily	16,376
Total buses in fleet	744
Average age of bus fleet in years	8.4

## METRO SUBWAYLINK

Weekday boardings	40,432
Annual boardings	12,221,949
Number of stations	14
Miles of track	34
Square miles in service area	17
Approximate miles traveled annually	1,000,000
Weight of railcar in pounds	77,000
Length of railcar in feet	75
Number of married pairs	50
Average age of railcar	25

## METRO SUBWAYLINK STATIONS AND FREE PARKING

Johns Hopkins Hospital	-
Shot Tower/Market Place	-
Charles Center	-
Lexington Market	-
State Center	-
Upton/Avenue Market	-
Penn-North	-
Mondawmin	139
West Cold Spring	247
Rogers Avenue	337
Reisterstown Plaza	697
Milford Mill	1,044
Old Court	625
Owings Mills	768





## METRO SUBWAYLINK ESCALATORS AND ELEVATORS

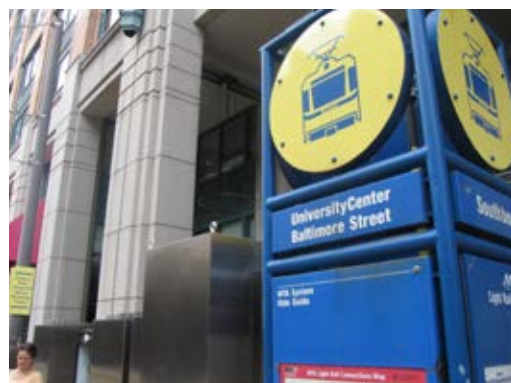
Escalator units	81
Elevator units	33

## LIGHT RAILLINK

Weekday boardings	22,306
Annual boardings	7,431,060
Number of stations	33
Miles of track	57
Linear miles in service area	30
Approximate miles traveled annually	2,053,169
Weight of railcar in pounds	107,200
Length of railcar in feet	95
Number of cars	53
Average age of railcar	13

## LIGHT RAILLINK STOPS AND FREE PARKING

Cromwell Station/Glen Burnie	723
Ferndale	-
Linthicum	-
BWI Marshall Airport (public parking garage adjacent)	-
BWI Business District	34
North Linthicum	346
Nursery Road	35
Baltimore Highlands	30
Patapsco	167
Cherry Hill	-
Westport	-
Hamburg Street	-
Camden Yards	-
Convention Center	-
University Center-Baltimore Street	-
Lexington Market	-
Centre Street	-
Cultural Center	-
Univ. of Balto./Mt. Royal	-



## LIGHT RAILLINK STOPS AND FREE PARKING

### CONTINUED

Penn Station (public parking garage adjacent)	-
North Avenue	38
Woodberry	-
Cold Spring Lane	-
Mt. Washington	85
Falls Road	203
Lutherville	356
Timonium Business Park	-
Timonium	786
Warren Road	349
Gilroy Road	-
McCormick Road	-
Pepper Road	-
Hunt Valley	150

## MARC TRAIN

Service area: Eight Maryland counties, the District of Columbia and eastern panhandle of West Virginia

Weekday boardings	33,930
Annual boardings	8,961,892
Number of stations	42
Total number of cars	135
Number of bi-level cars	75
Average age of cars	Single level, 20 bi-level, 6
Number of electric locomotives (6 HHP's and 4 AEM-7 electrics)	10
Number of diesel locomotives	30
Total revenue miles traveled annually (calendar year 2009)	1,020,208
Total miles of track	202
Weight of a single car in tons	60
Weight of a bi-level car in tons	70
Length of a car in feet	85



## MARC STATIONS AND PARKING (F) FREE (\$) PAID

Aberdeen	287 (F)
Baltimore Camden Station	1,004 (\$)
Baltimore Penn Station	550 (\$)
Barnesville	75 (F)
Bowie State	632 (F)
Boyd's	16 (F)
Brunswick	646 (F)
BWI Marshall Rail Station	3,187 (\$)
College Park	530 (\$)
Dickerson	16 (F)
Dorsey	860 (F)
Duffields, WV	182 (F)
Edgewood	348 (F)
Frederick	93 (\$)
Gaithersburg	680 (F)
Garrett Park	20 (F)
Germantown	694 (F)
Greenbelt	3,999 (\$)
Halethorpe	839 (F)
Harpers Ferry, WV	88 (F)
Jessup	32 (F)
Kensington	107 (F)
Laurel	484 (F)
Laurel Park	505 (F)
Martin State Airport	354 (F)
Martinsburg, WV	98 (\$)
Metropolitan Grove	351 (F)
Monocacy	814 (F)
Muirkirk	682 (F)
New Carrollton	3,519 (\$)
Odenton	1976 (F)
Perryville	182 (F)
Point of Rocks	514 (F)
Riverdale	112 (F)
Rockville	532 (\$)
Savage	393 (F)
Seabrook	267 (F)
Silver Spring	716 (\$)
St. Denis	34 (F)
Washington Grove	27 (F)
Washington Union Station	2,194 (\$)
West Baltimore	662 (F)





## COMMUTER BUS BALTIMORE

Weekday boardings	1,530
Annual boardings	379,229
Routes	5

## COMMUTER BUS WASHINGTON, D.C.

Weekday boardings	14,495
Annual boardings	3,592,281
Routes	13

## ANNUAL RIDERSHIP (ALL MODES)

CityLink, LocalLink, Express BusLink	75,619,281
Metro SubwayLink	2,221,949
MARC Train	8,961,892
Light RailLink	7,431,060
Commuter Bus, Washington	3,385,063
Commuter Bus, Baltimore	295,910
MobilityLink	1,094,437
Call-a-Ride	642,662

## WEEKDAY RIDERSHIP (ALL MODES)

CityLink, LocalLink, Express BusLink	284,749
Metro SubwayLink	40,432
MARC Train	33,930
Light RailLink	22,306
Commuter Bus, Washington	13,478
Commuter Bus, Baltimore	1,179
MobilityLink	6,500 (average)
Call-a-Ride	1,870 (average)

## SOURCES OF FUNDS FOR OPERATING AND CAPITAL

Transportation Trust Fund	\$810,888,871
Federal Funds	\$204,288,112
Passenger Revenue	\$148,340,968
Non-Passenger Funds	\$148,340,968
TOTAL	\$1,171,756,308

## OPERATING AND CAPITAL BUDGET APPROPRIATIONS FOR FY 2016

Operating Cost	\$763,273,384
Capital Cost	\$409,929,000
TOTAL	\$1,173,202,384





# PARK & RIDE LOTS

## SERVED BY MDOT MTA COMMUTER, EXPRESS & LOCAL BUSES

NAME	ROUTES	LOCATION	OWNER	SPACES
Accokeek	640,650	MD 210 & MD 373	SHA	493
Belcamp	420	Belcamp Rd. & Old Philadelphia Rd.	SHA	136
Bristol	810,820	MD 4 & MD 258	SHA	142
Broken Land	305,315,335,345	Broken Land Pkwy & MD 32	SHA	676
Burtonsville	201,202,203,305,315	U.S. 29 & MD 198	Montgomery Co.	579
Castle Marina	210	At Island Professional Park	SHA	82
California	715,725	Regional Airport @ St. Mary's	St. Mary's Co.	40
Charlotte Hall	705,715	MD 5 near Golden Beach Rd.	Private	571
Chesapeake Church	830,840	MD 4 near MD 262	Private	154
Cheyenne	411	Rt. 152 @ Cheyenne Rd.	SHA	37
Clarksville	335	Signal Bell La. near MD 32 & MD 108	Howard Co.	172
The Mall in Columbia	305,310,315,320,325	Little Patuxent & Gov. Warfield Pkwy.	Private	329
Cromwell Station	215	Baltimore & Annapolis Blvd.	MDOT MTA	723
Davidsonville	220,230,250,260	U.S. 50 & MD 424	SHA	216
Dorsey MARC Station	201	7000 Deerpath Rd. @ MD 100 between U.S. 1 & MD 295	MARC	860
Dunkirk	830,840,850	10839 Town Center Blvd.	MDOT MTA / Calvert Co.	500
Fallston	411	MD 147 & Mountain Rd.	SHA	170
Gaithersburg	201,202,204	MD 124 & I-270	Montgomery Co.	458
Georgia Ave. Park & Ride	201,202,203,204	MD 97 @ ICC	SHA	202
Golden Beach	715,725,735	Rt. 5 & Golden Beach Rd.	MDOT MTA / St. Mary's Co.	501
Hagerstown & MVA	505	MD 65 & I-70	SHA / MDOT MTA	293
Harry S. Truman	210,215,220,230	H.S. Truman Pkwy. & Riva Rd.	SHA	754
Hickory	411	Route 1 Bypass	SHA	152
Juniata Street	420	Ostego St. & Juniata St.	Harford Co.	57
Kent Narrows	220,240,250	Under U.S. 50 at Exit 41	Queen Anne's Co.	211
La Plata	630,650	Washington Ave.	MDOT MTA / Town of La Plata	279

NAME	ROUTES	LOCATION	OWNER	SPACES
Long Gate	345	Rt. 100 @ Long Gate Pkwy.	SHA	299
Marywood	411	MD 24 & Belair Bypass	SHA	69
Mattawoman-Beantown	705,715	MD 5 & Mattawoman-Beantown Rd.	SHA	826
Metropolitan Grove MARC Station	202	2 Metropolitan Ct.	Montgomery Co.	351
Monocacy MARC Station	505,515	Genstar Dr. near MD 355	MDOT MTA	814
Myersville	505	Ventrie Ct. near I-70 & MD 17	SHA	146
North Beach	820	Municipal Lot, 5th & Chesapeake Ave.	Town of North Beach	66
Pindell	810,820	MD 4 & Lower Pindell Rd.	SHA	118
Pr. Geo. Equestrian Ctr.	820	MD 4 & Water St.	Prince George's Co.	694
Prince Frederick	840,850	Fairgrounds Rd. & Armory Rd.	MDOT MTA / Calvert Co.	424
Scaggsville	203,305,315	U.S. 29 & MD 216	SHA	419
Severna Park	230,260	Jones Station & MD 2	MDOT MTA	150
Smallwood Village Center	620,640	Smallwood Dr. & Ignatius Dr.	Private	193
Snowden River	203,310,320,345	Snowden River & Little Patuxent Pkwys.	SHA	235
So. MD Blue Crabs Stadium	620,640,735	Piney Church Rd.	Charles Co.	856
South Potomac Church	630,650	U.S. 301, White Plains	Private	159
St. Charles Mall (JC Penney)	620	11110 Mall Circle	Private	289
St. Charles Plaza (CitiTrends)	620,630	Smallwood Dr. & Rt. 301	Private	174
St. Leonard	840	Rts. 2-4 & Ball Rd.	SHA / Private	65
Stevensville	210,220,240,250	MD 8 @ U.S. 50	SHA	266
Sunderland	830,840	MD 4 & MD 262	SHA	101
U.S. 301	610,620	U.S. 301 & Smallwood Dr.	Charles Co.	305
Urbana	204,505,515	MD 80 @ I-270	SHA	270
Waldorf	610,620	Old Washington Rd. & Smallwood Dr.	MDOT MTA / Charles Co.	857
Wayson's Corner	810,820,850	MD 4 @ MD 408	Anne Arundel Co.	175
White Marsh	411,420,425	Honeygo Blvd. Near White Marsh Mall	MDOT MTA	489



# A HISTORY OF MOVING FORWARD

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- 1830** – Local rail passenger service begins on the tracks of MARC’s current Camden Line
  - 1885** – Light Rail’s predecessor, America’s first electrical railway, debuts on the Hampden Line
  - 1909** – Buses make their debut in Baltimore
  - 1915** – Baltimore Transit Company (BTC) forms as subsidiary of United Railways and Electric Company (UR&E)
  - 1921** – Double-decker buses debut on Charles Street
  - 1922** – Trackless trolleys begin operation
  - 1935** – BTC replaced UR&E as one company, operating streetcars, trackless trolleys and buses, continues operation until 1970
  - 1938** – First appearance of BTC articulated buses on the “Q” Line to Halethorpe
  - 1963** – Parsons, Brinckerhoff, Quade & Douglas hired to produce transit plan for Baltimore
  - 1964** – Congress passes the Urban Mass Transportation Act supplying federal aid
  - 1969** – Walter J. Addison becomes first Administrator of newly formed Metropolitan Transit Authority
  - 1971** – BTC becomes Metropolitan Transit Authority
  - 1971** – The MTA Police Force is formed
  - 1973** – MTA takes over most suburban bus operations and rail commuter services
  - 1974** – First Metro Subway groundbreaking at Bolton Hill Station, later renamed State Center
  - 1978** – Groundbreaking at Charles Center Metro Subway Station
  - 1981** – MTA and Local 1300 sign labor agreement for 300 jobs created by Metro Subway
  - 1982** – First lift-equipped buses added into revenue service and “Call-a-Lift” begins
  - 1982** – Call Center receives TTY teletypewriter service
  - 1983** – Metro Subway service begins November 21 between Baltimore and Reisterstown Plaza
  - 1983** – State Commuter rail service becomes MARC (Maryland Area Regional Commuter)
  - 1983** – Law passed banning smoking, eating, littering and playing radios without earphones
  - 1985** – Metro Subway adds Saturday service
  - 1986** – Logo changes from “Flying T” to new italic MTA logo
  - 1986** – New electronic fareboxes hit the streets
  - 1987** – Section ‘B’ of Metro Subway opens July 20 to Milford Mill, Old Court and Owings Mills
  - 1988** – Metro Subway hours extended until midnight
  - 1989** – Interactive Voice System added to Information Service’s system at the Call Center
  - 1992** – Light Rail opens on April 2 between Timonium and Camden Yards
  - 1992** – MTA officially assumes responsibility for MARC
  - 1992** – Reduced fares for senior citizens begin

- 1995** – MTA's first fleet of articulated buses arrives
- 1995** – Section 'C' of Metro Subway opens June 1 to Shot Tower and Johns Hopkins stations
- 1996** – New MTA dedicated school service begins in Baltimore City
- 1997** – New Light Rail extension to Hunt Valley opens on September 9
- 1997** – New Light Rail extensions open on December 6 to Penn Station and BWI
- 1999** – MTA launches first in nation in-house produced TV show, "In Touch With The MTA"
- 1999** – MTA launches website [mtamaryland.com](http://mtamaryland.com)
- 1999** – Federal Government awards grant for \$120 million for Light Rail Double Tracking project
- 2001** – Virginia White appointed MTA Acting Administrator
- 2001** – MTA logo changed to three colors to better reflect the statewide service provided
- 2002** – Sunday Metro Subway service becomes a regular service option for customers
- 2002** – MTA hosts APTA national convention
- 2004** – MTA Mobility becomes first paratransit provider in nation to offer smart cards
- 2004** – New lighted bus shelters installed in partnership with Viacom
- 2004** – Light Rail double tracking completed from Cromwell Station to North Avenue
- 2004** – Taxi Access for Mobility customers debuts in June
- 2005** – MTA Police launch Operation Zeus security exercises
- 2005** – Light Rail double tracking completed from North Avenue to Timonium
- 2005** – Hamburg Street Light Rail Stop opened for full-time service in July
- 2005** – Automated fareboxes installed capable of accepting new "Go Pass" and "smart" cards
- 2006** – Light Rail double tracking completed with service to Hunt Valley restored
- 2006** – Ten hybrid diesel/electric buses added to Local Bus fleet
- 2006** – New "smart" ticket vending machines installed at all Light Rail and Metro Subway stations
- 2006** – Renovations completed for Metro Subway's 81 escalators and 33 elevators
- 2008** – MTA debuts new bike racks on Local Buses
- 2008** – Metro Subway celebrates 25th anniversary on November 21
- 2009** – Thirty 60' articulated hybrid buses enter service and 100 forty-foot hybrids ordered
- 2010** – CharmCard™ region-wide rollout
- 2010** – MTA debuts on Facebook, Twitter and YouTube in June
- 2014** – MARC introduces The Bike Car in December to handle full-size bicycles on weekends on the Penn Line
- 2015** – Governor Hogan announces BaltimoreLink, a plan to transform transit in the region
- 2017** – BaltimoreLink launches on June 18th





# CUSTOMER PROFILE

MDOT MTA's ongoing customer satisfaction measurement provides data regarding the demographic profile of customers. The information below is provided from a 2016 survey. Figures represent percentages unless otherwise noted.

	BUS	METRO SUBWAYLINK	LIGHT RAILLINK	COMMUTER BUSLINK	MARC TRAIN	MOBILITYLINK
<b>GENDER</b>						
Male	37	32	40	32	51	33
Female	61	66	55	68	48	67
Did Not Respond	2	2	5	-	1	-
AVERAGE AGE	35-44	35-44	35-44	45-54	35-44	45-54
<b>RACE</b>						
Black/African American	49	36	23	27	21	74
White	39	49	66	60	65	18
Asian	3	4	5	4	4	1
Other	2	3	2	2	2	3
Did Not Respond	-	-	-	-	-	-
*Four (4%) percent of MDOT MTA's overall passengers are of Hispanic/Latino descent						
<b>AVERAGE INCOME</b>						
(in 1,000s)	35-50	50-65	50-65	65-80	65-80	10-20
<b>EMPLOYMENT</b>						
Professional	24	23	29	32	37	12
Clerical/Administrative	29	22	17	31	15	11
Technical	11	22	13	10	12	3
Sales	4	2	3	1	1	3
Blue Collar	6	5	5	6	7	3
Unemployed	2	1	2	-	1	4
Homemaker	1	1	2	1	1	1
Student	3	6	6	1	3	3
Retired	4	2	4	1	1	17
Other	7	6	11	7	9	41
Did Not Respond	9	10	8	10	13	2

# CONNECT WITH THE MDOT MTA

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The MDOT MTA is committed to providing world-class customer service in its transit operations as well as its communications efforts, and to provide timely information to our riders in all the ways they prefer to receive it. Since January 2016, MDOT MTA has tripled its number of social media platforms to 12 in order to actively engage with as many customers as possible. Our strategic focus on non-stop, relevant, impactful, effective and world-class communication is helping MDOT MTA to reach a wider audience than ever before.



## Facebook

Human interest stories at [facebook.com/mtamaryland](https://facebook.com/mtamaryland)



## Twitter

Service notifications at [twitter.com/mtamaryland](https://twitter.com/mtamaryland)



## YouTube

Video brand builders at [youtube.com/themtamaryland](https://youtube.com/themtamaryland)



## Blog

Behind-the-scenes accounts at [mta.maryland.gov/transitblog](https://mta.maryland.gov/transitblog)



## Instagram

Quick-read daily reminders at [instagram.com/mtamaryland](https://instagram.com/mtamaryland)



## Pinterest

A review of the broader context of public transit regionally and worldwide at [pinterest.com/mtamaryland](https://pinterest.com/mtamaryland)



## LinkedIn

Talent acquisition for MDOT MTA via [linkedin.com/company/mtamaryland](https://linkedin.com/company/mtamaryland)



## Snapchat

MTAMaryland





## Google+

Human interest pieces at [plus.google.com/+MTAMaryland1](https://plus.google.com/+MTAMaryland1)



## Tumblr

Blog-worthy human interest items and more at [mtamaryland.tumblr.com](https://mtamaryland.tumblr.com)



## Soundcloud

Transit Times weekly podcasts on [soundcloud.com/mtamaryland](https://soundcloud.com/mtamaryland)



## iTunes Podcast

Maryland Transit Times weekly podcasts on iTunes



## Commuter Connections

Monthly cable TV update on major MDOT MTA initiatives, reaching over one million Maryland households in our service area. (Check local listings)



## WTTZ-FM 93.5

Transit, traffic and weather throughout the day on a base of 24/7 smooth jazz. Over the air, online at [mta.maryland.gov](http://mta.maryland.gov) and via [soundcloud.com/mtamaryland](https://soundcloud.com/mtamaryland) and iTunes.



# PARTNERSHIPS

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## LOCAL TV

Administrator's monthly first-Thursday guest appearance on WBFF-TV Fox 45.

## PRINT PUBLICATIONS

Reaching out to the communities we serve with regular columns by the Administrator in the **Baltimore AfroAmerican** ([afro.com](http://afro.com)), **Latin Opinion** ([latinopinionbaltimore.com](http://latinopinionbaltimore.com)), **Mundo Latino** ([somosbaltimorelatino.com](http://somosbaltimorelatino.com)) and **Jewish Times** ([jewishtimes.com](http://jewishtimes.com)).

## CUSTOMER COMMUNICATIONS

Bringing the latest news to our customers via monthly newsletters including **Transit Today**, **Commuter Buzz**, **On Your MARC** and **Wheels**.



MARYLAND DEPARTMENT OF TRANSPORTATION  
MARYLAND TRANSIT ADMINISTRATION

# MEDIA GUIDE